

FIG. 1

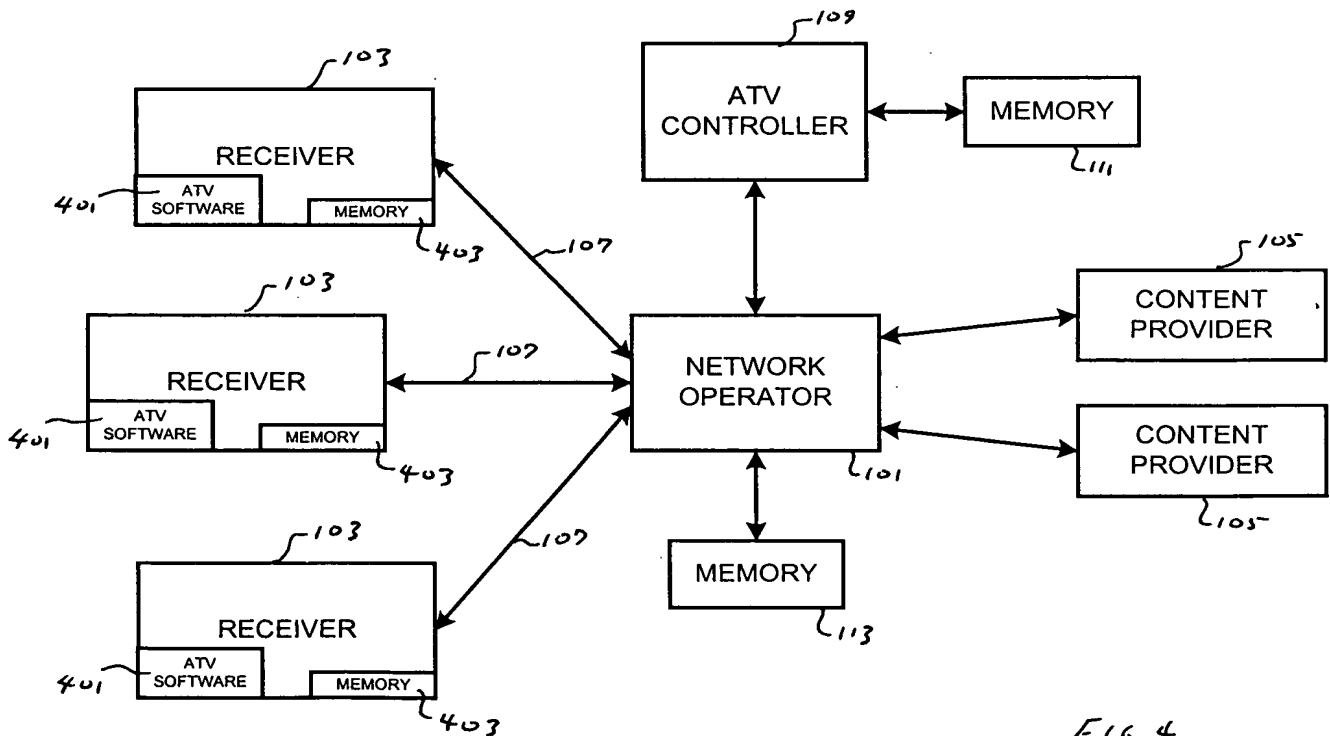
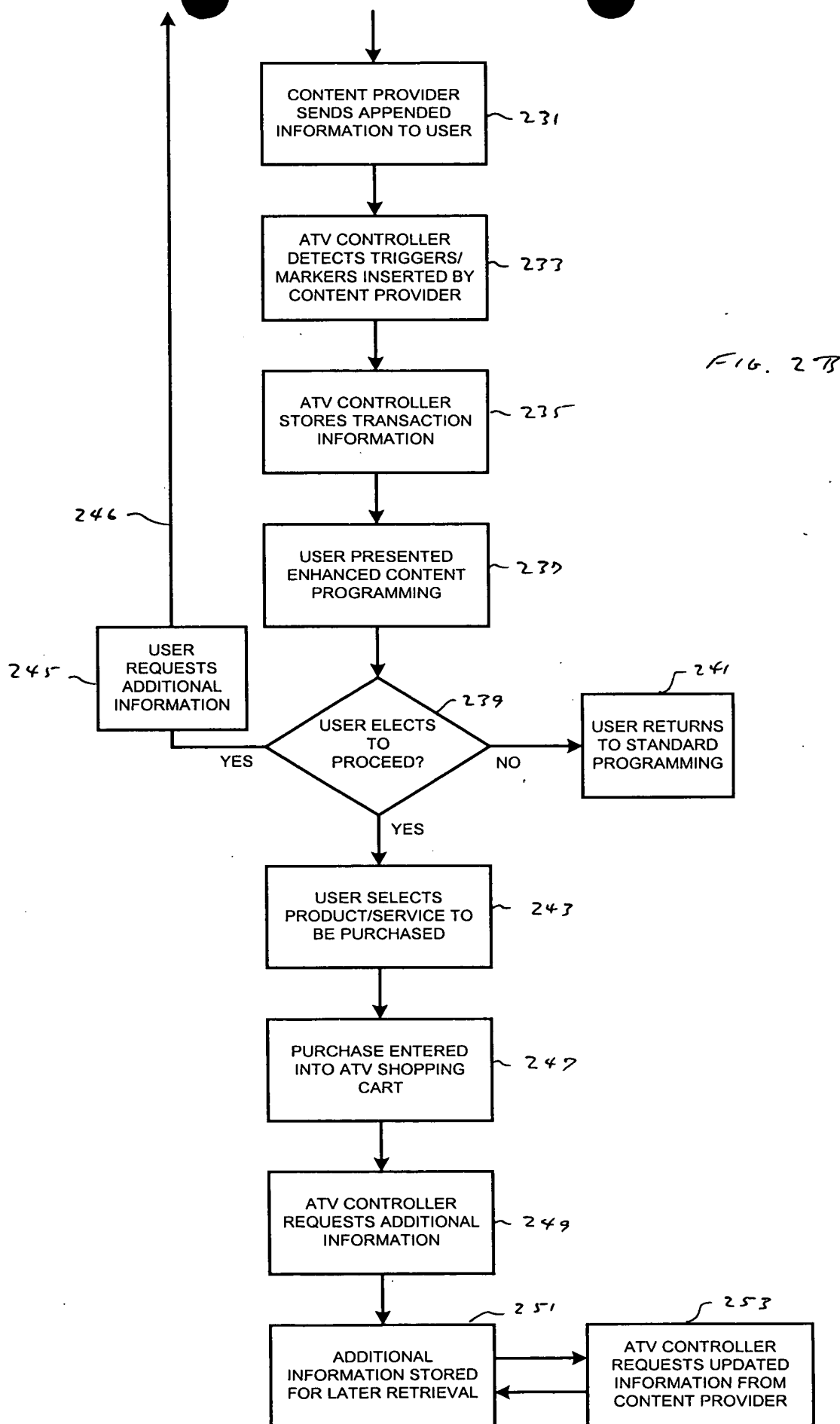


FIG. 4

FIG. 2A



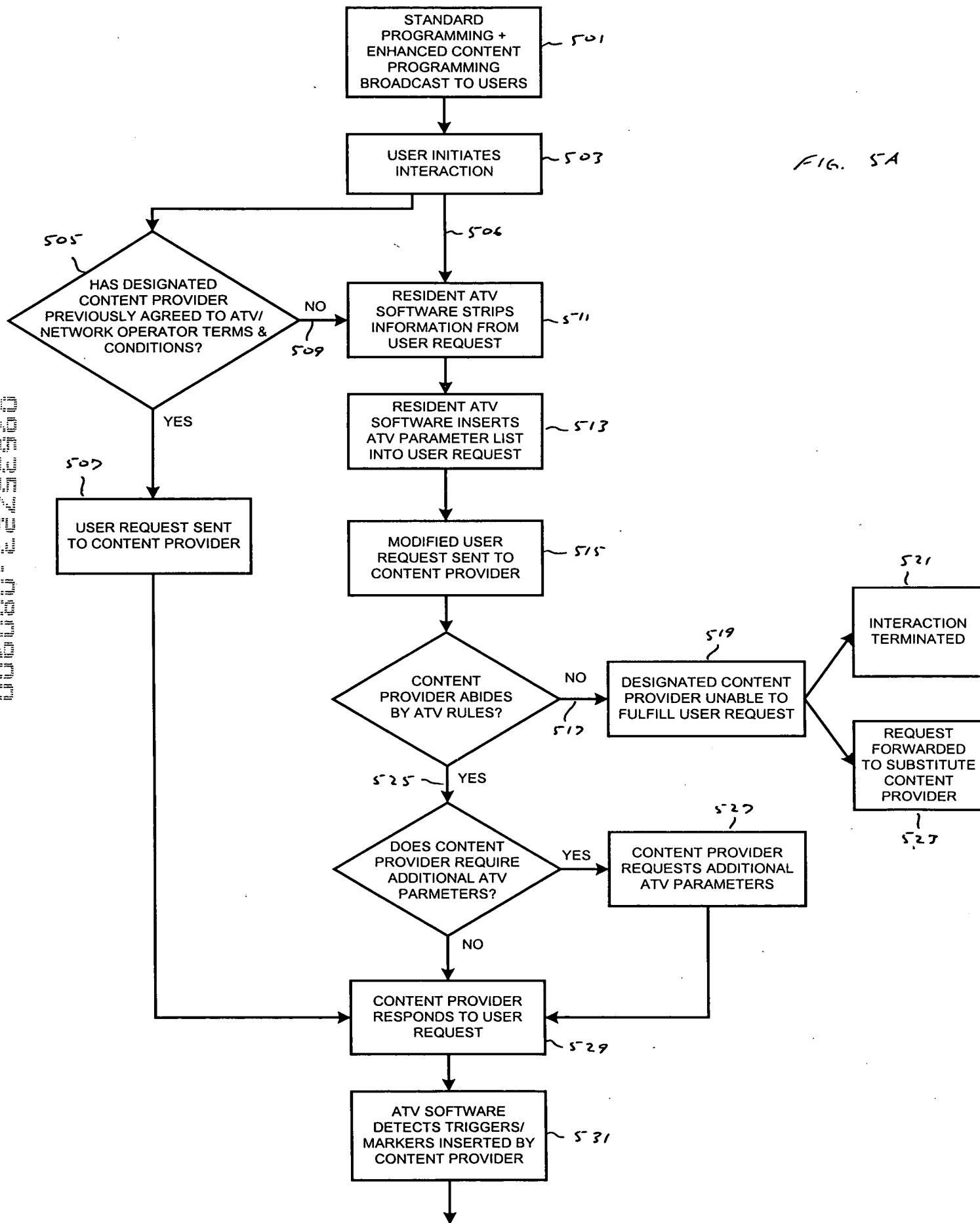
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graph TD
    243[243 ~ USER SELECTS PRODUCT/SERVICE TO BE PURCHASED] --> 245[245 ~ PURCHASE ENTERED INTO ATV SHOPPING CART]
    245 --> 301[301 ~ USER ELECTS TO VIEW SHOPPING CART]
    301 --> 303[303 ~ ATV CONTROLLER PRESENTS SHOPPING CART TO USER]
    303 --> 305{305 ~ DOES USER WANT MORE INFORMATION?}
    305 -- YES --> 307[307 ~ ATV CONTROLLER SUPPLIES USER WITH ADDITIONAL INFORMATION]
    305 -- NO --> 309[309 ~ USER ELECTS TO CHECKOUT]
    307 --> 309
    309 --> 311[311 ~ USER ELECTS WHICH TRANSACTIONS TO FINALIZE]
    311 --> 313[313 ~ ATV CONTROLLER PRESENTS CHECKOUT SCREENS TO USER]
    313 --> 315[315 ~ USER SUPPLIES ANY ADDITIONAL INFO REQUIRED TO COMPLETE TRANSACTION]
    315 --> 317[317 ~ ATV CONTROLLER SENDS CHECKOUT INFORMATION TO CONTENT PROVIDER]
  
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FIG. 3

Fig. 3

FIG. 5A



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graph TD
    533[TRANSACTION INFORMATION STORED] --> 535[USER PRESENTED ENHANCED CONTENT PROGRAMMING]
    535 --> 537{USER ELECTS TO PROCEED?}
    537 -- YES --> 541[USER SELECTS GOODS/ SERVICES TO BE PURCHASED]
    537 -- NO --> 539[USER RETURNS TO STANDARD PROGRAMMING]
    541 --> 545[ATV SOFTWARE DIRECTS TRANSACTION INFORMATION TO ATV CONTROLLER]
    545 --> 547[PURCHASE ENTERED INTO ATV SHOPPING CART]
    547 --> 549[ATV CONTROLLER REQUESTS ADDITIONAL INFORMATION FROM CONTENT PROVIDER]
    549 --> 551[TRANSACTION AND ADDITIONAL INFORMATION STORED FOR LATER RETRIEVAL]
    551 --> 543[USER REQUESTS ADDITIONAL INFORMATION]
    543 --> 544[ ]
    544 --> 535

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FIG. 5T

FIG. 5B

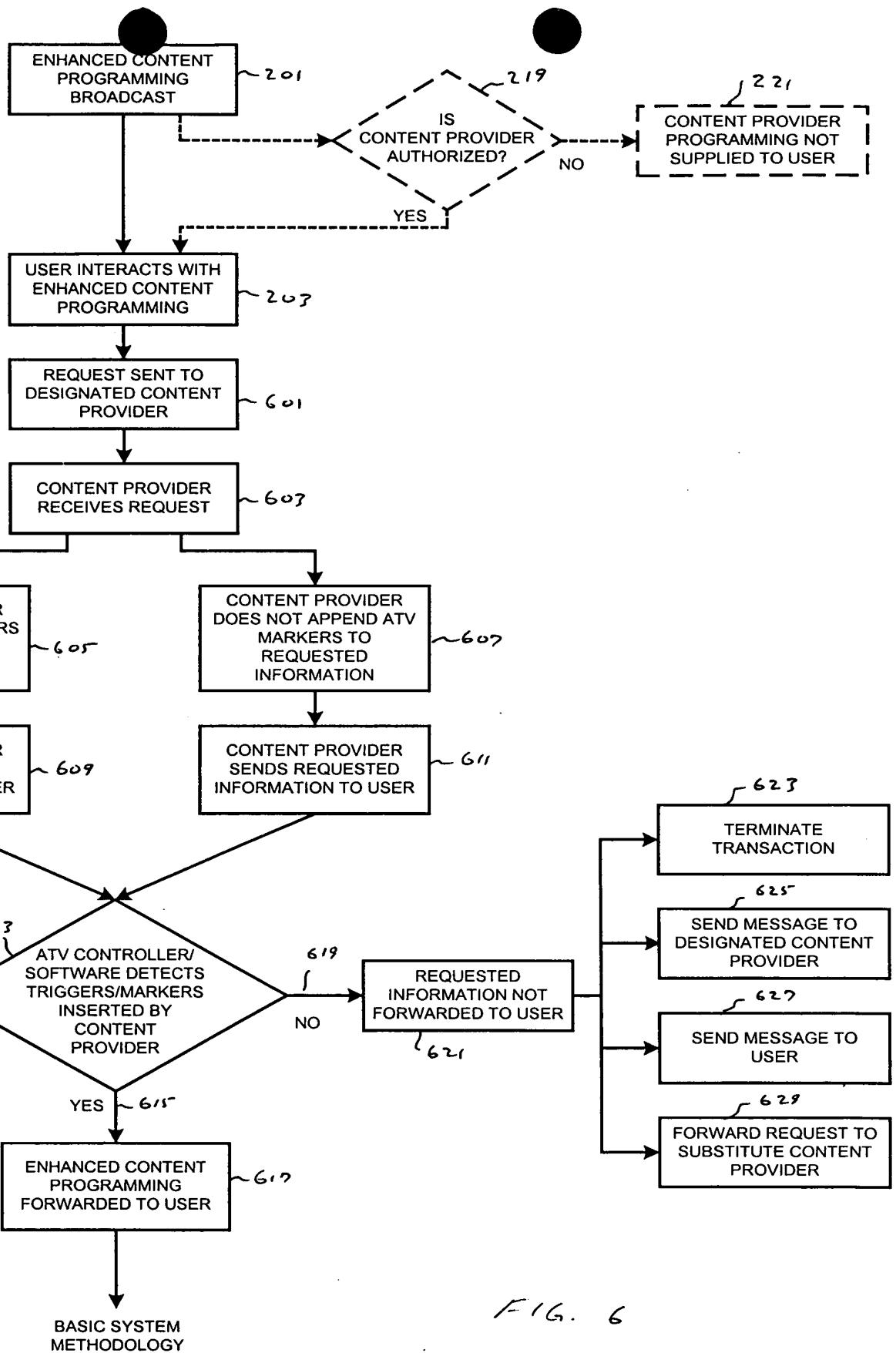


FIG. 6

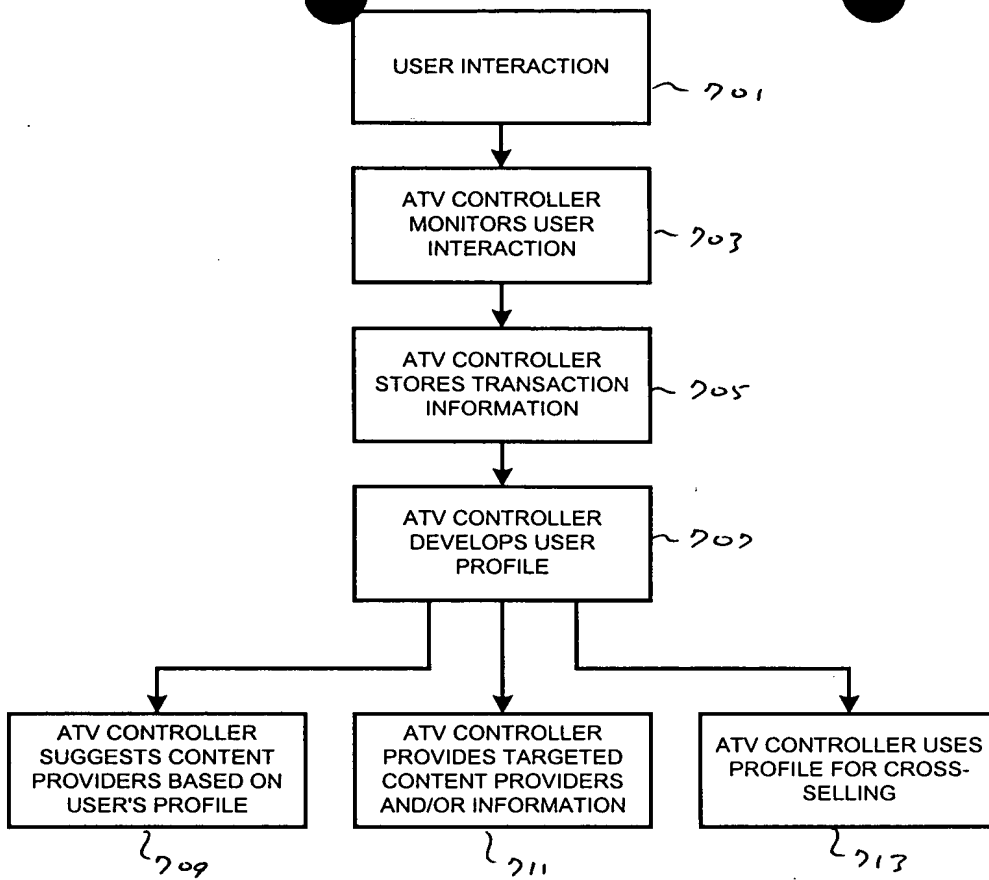
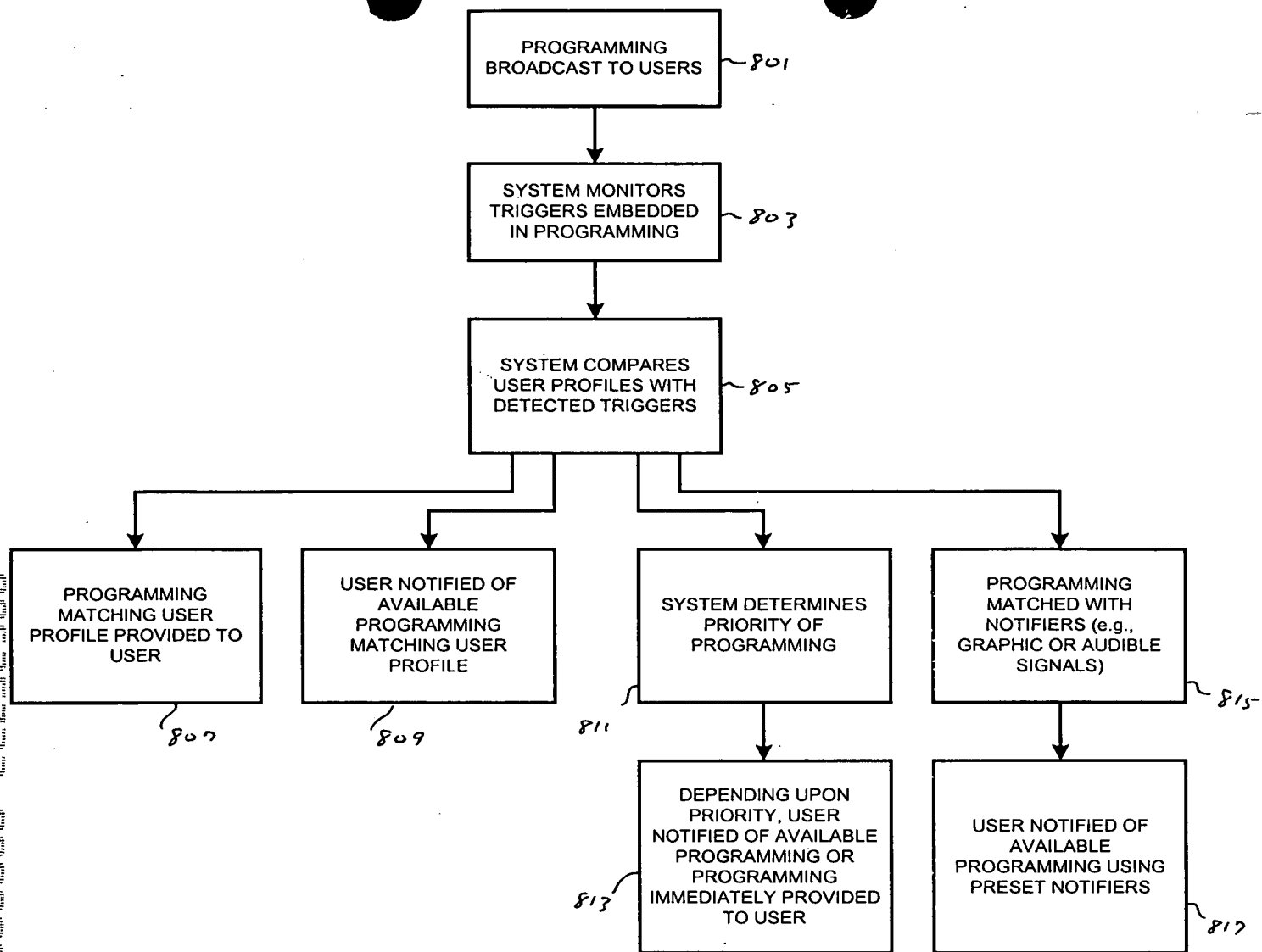


FIG. 7





File. 8

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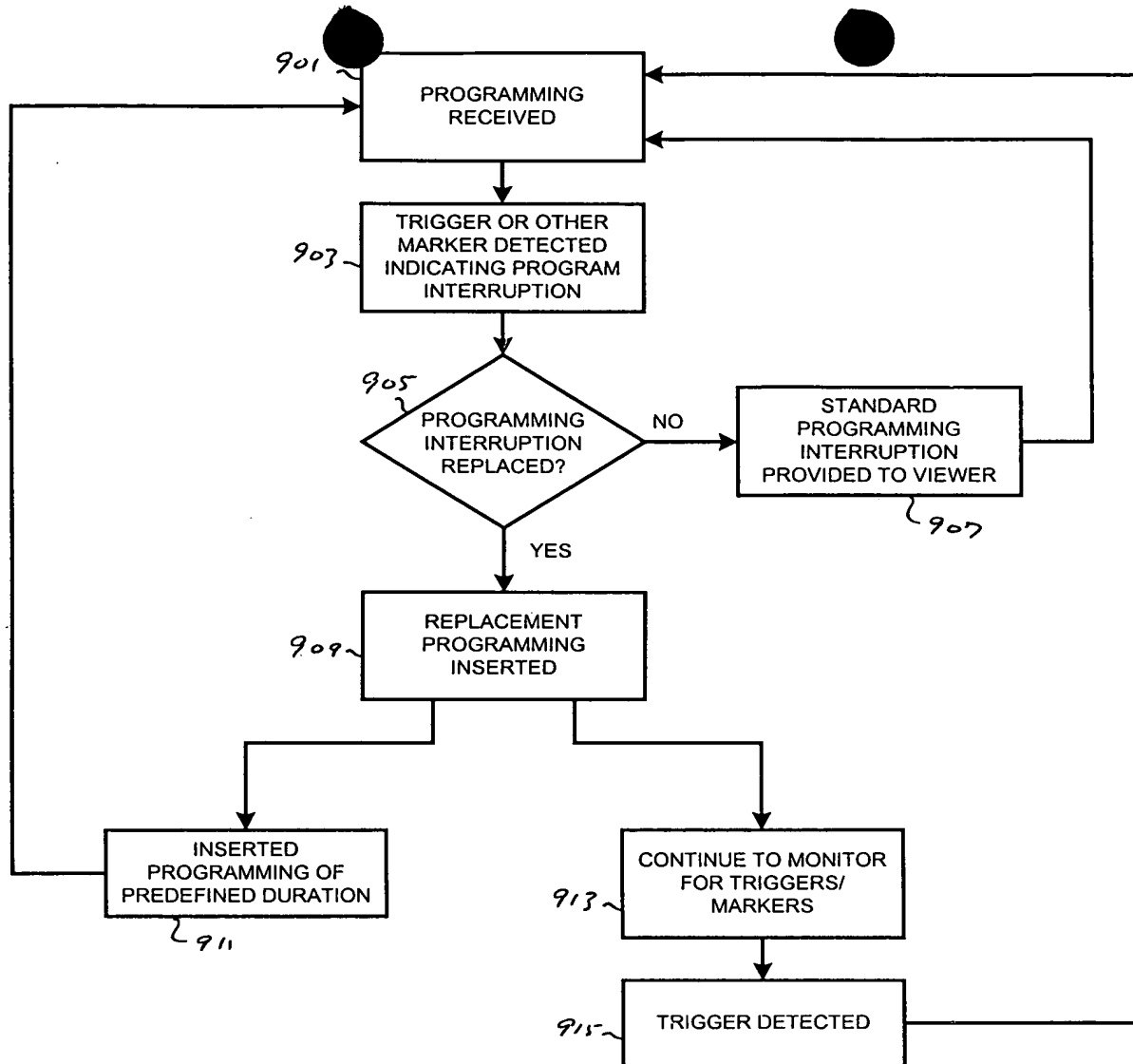


FIG. 9

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graph TD
    1001[USER VIEWS STANDARD PROGRAMMING ~1001] --> 1003[NETWORK OPERATOR/ ATV CONTROLLER MONITORS FOR TRIGGERS/MARKERS ~1003]
    1003 --> 1005[USER GIVEN OPPORTUNITY FOR MORE INFORMATION ~1005]
    1005 --> 1009[USER IMMEDIATELY VIEWS INFORMATION ~1009]
    1005 --> 1011[USER BOOKMARKS ADDITIONAL INFORMATION ~1011]
    1011 --> 1013[ATV CONTROLLER ENTERS BOOKMARK INTO INFORMATION CART ~1013]
    1013 --> 1015[ATV CONTROLLER REQUESTS AND STORES INFORMATION FOR LATER RETRIEVAL ~1015]
    1013 --> 1017[ATV CONTROLLER STORES LINKING INFORMATION ~1017]
    1015 --> 1019[USER ENTERS INFORMATION CART ~1019]
    1019 --> 1021[USER VIEWS STORED INFORMATION ~1021]
    1017 --> 1019
    1019 --> 1023[ATV CONTROLLER LINKS USER TO REQUESTED INFORMATION ~1023]
  
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FIG. 10

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graph TD
    1001[USER VIEWS STANDARD PROGRAMMING] --> 1003[NETWORK OPERATOR/ ATV CONTROLLER MONITORS FOR TRIGGERS/MARKERS]
    1003 --> 1101[ATV CONTROLLER STORES LINKING INFORMATION FOR DETECTED TRIGGERS/ MARKERS]
    1101 --> 1103[USER REQUESTS ALL PROGRAM RELATED LINKS]
    1101 --> 1105[USER REQUESTS ALL LINKS FOR A GIVEN TIME PERIOD]
    1101 --> 1107[USER REQUESTS LINKS FOR THE LAST X NUMBER OF MINUTES]
    1101 --> 1109[USER REQUESTS THE LAST X NUMBER OF STORED LINKS]
    1101 --> 1111[USER REQUESTS ALL LINKS FOR A GIVEN TIME PERIOD THAT MEET A SPECIFIC SET OF CRITERIA]

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FIG. 11

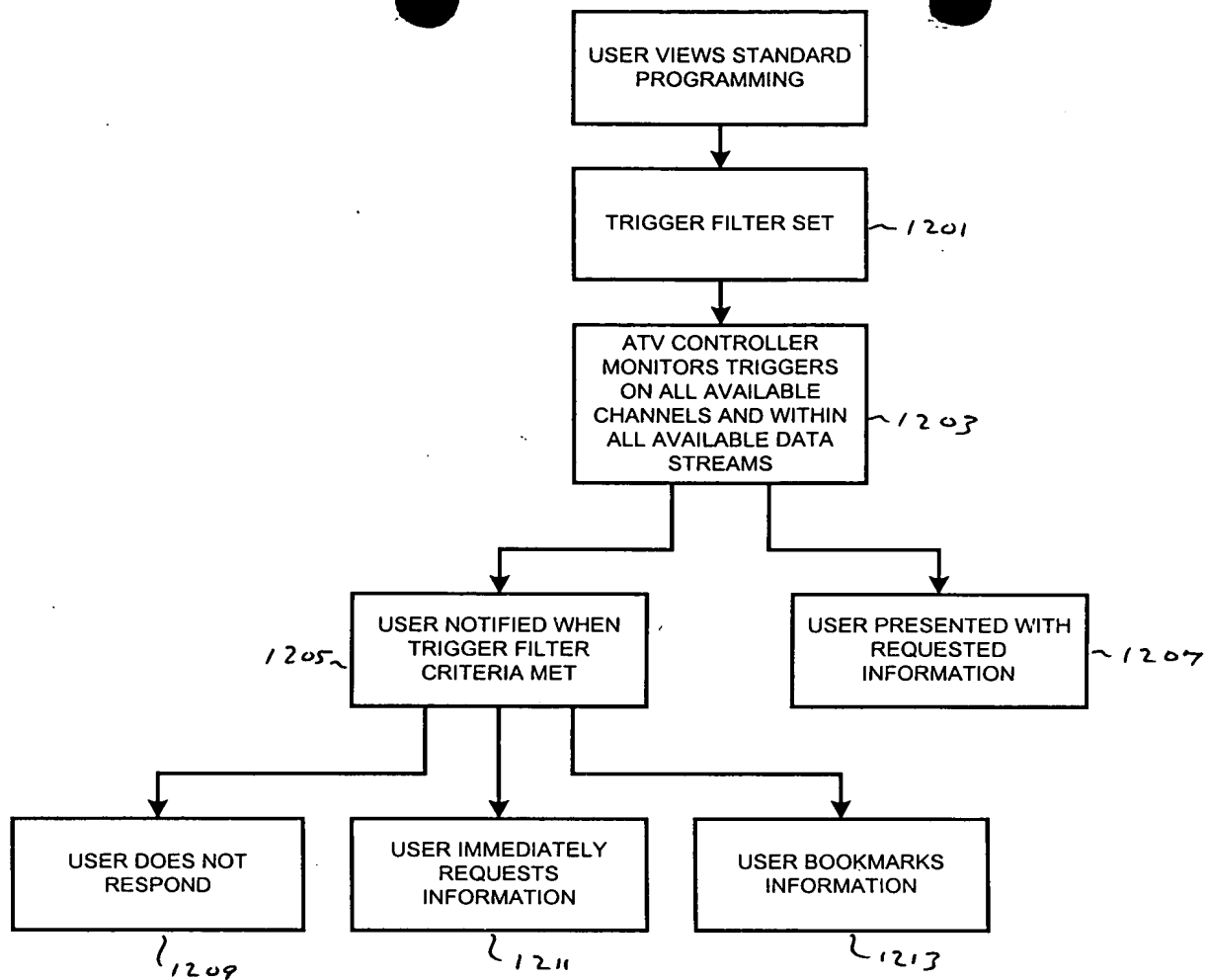


FIG. 12